



Just back from vacation and pretty rusty, Mel's first sales pitch of the day goes wide and beans his #1 customer.

Pitching a Product

Session 2

Non-Bridging Orientation
Programme

Faculty of Computing



What is a Pitch?

- A short, persuasive presentation that explains what your product is, why it's valuable, and why people should care about it.



Features of an Effective Pitch

- Clarity → avoid jargon, keep language simple
- Brevity → short, direct, no unnecessary detail
- Audience-focus → highlight why it matters to them
- Confidence → eye contact, voice projection, positive body language
- Persuasiveness → use strong adjectives, show enthusiasm, appeal to logic & emotion

Your Mission

- Work in groups of 5
- Choose ONE topic from the next slide
- Create a 5-slide presentation
- Present for 2 minutes to the class



Choose Your Topic



A Favorite App

Explain what it does and why it's useful for students



A Favorite Video Game

What makes it interesting and why people should play it



An AI Platform

How it works and why you find it useful

Your 5-Slide Structure

1	Title Slide	Product name + team member names
2	What is it?	Brief description of the product
3	Key Features	3-4 main features or functions
4	Why it's valuable	Benefits and why people should use it
5	Conclusion	Summary and call to action

Presentation Tips

Do's:

- Speak clearly and confidently
- Make eye contact with audience
- Use simple, clear language
- Practice before presenting
- Stay within 2 minutes

Don'ts:

- Don't read directly from slides
- Don't speak too fast
- Don't turn your back to audience
- Don't use too much text on slides
- Don't go over time limit



Remember: This is about practice, not perfection. Every presentation helps you improve!



Communication is a skill that improves with practice



Respect and clarity matter more than perfect grammar



Every email, message, and presentation is an opportunity to grow

Keep practicing. You're doing great!



